



Spin Control

December

The Unofficial Newsletter of Maryland Wing Public Affairs

2000

Tips for Bulletin Boards

- ✧ Invest in an Unit Bulletin Board.
- ✧ Talk to local middle schools and high schools about a CAP Bulletin Board for the campus. Start small, by purchasing one bulletin board for one local campus. Add one bulletin board per year until each campus in the area has a CAP bulletin board. Put your name on the back of the bulletin board so that it does not become part of the school inventory.
- ✧ Ask the school principal where to put the bulletin board.
- ✧ Start with a school that unit members attend. The unit member can be responsible for updating materials on the bulletin board.
- ✧ Add something new at least once every two weeks. Remove outdated information promptly.
- ✧ Remove any information that is from another source (i.e. another association, school information, etc.) This is the CAP bulletin board, not the school bulletin board. You paid for it; you decide what goes on it.
- ✧ Don't make keeping a bulletin board difficult. Cut out articles from CAP NEWS, Weekly Digest, and the local paper. Print information from the MDWG and CAPNHQ Web Sites. Use membership materials, promotional flyers, and all the other printed material ready for your use from the MDWG/ PA office.
- ✧ Focus on unit members and events. When you take pictures of an event, always take more than you need so that you can use some for the bulletin boards. If a unit member is honored, cut out the newspaper article and post it. Little effort, big return.
- ✧ A bulletin board is a daily reminder to non-members. Every time a nonmember sees the unit bulletin board, that person is reminded of what a great job the CAP is doing for communities, schools, and students.
- ✧ Keep the information seasonal. Use membership promotion materials in fall and spring. Post cadet summer activities in December. Post pictures from unit members participating in those activities in the fall. Post information about MDWG Conference in September. Post information about Emergency Services activities in the spring. Post the month calendar of events.
- ✧ Provide funds in your unit budget for the purchase of bulletin boards and materials.



Are Your Internal Public Affairs In Place

To be successful, any unit must inform and involve its members. Here is a checklist to provide you with a quick means to evaluate your unit's internal public affairs program. If your program falls short of where it should be - too many "no" answers - then call in an expert to help: your Wing Public Affairs office can help design an effective internal public affairs program.

	Yes	No
1. Does your unit publish a general newsletter or paper to all members at least once a month?	()	()
2. Is that news publication well read by the members of the unit?	()	()
3. Do the members know the key issues facing them and the unit? Do they understand the CAP position on those issues?	()	()
4. Does your unit regularly publish news flyers reporting on key events and issues when they happen? (new uniform policy, new MDWG supplement, etc.)	()	()
5. Does your unit have a working Public Affairs Officer/Committee?	()	()
6. Does that officer/committee receive financial and human resources support?	()	()
7. Does the Public Affairs Officer/Committee survey unit members regarding the effectiveness of the PA Program.	()	()
8. Does the PA Program provide a way for unit member's to submit articles, photos, etc. for the unit newsletter, web site, etc.?	()	()
9 Does the unit maintain a web site?	()	()
10. Is the unit web site updated on a weekly basis? (Great!)	()	()
11. Is the unit web site updated on a bi-weekly basis? (Good)	()	()
12. Is the unit web site updated on a monthly basis? (Satisfactory)	()	()
13. Does the unit provide a way to communicate with members who do not attend unit meeting. (mail newsletter, informational postcards, etc)	()	()
14. Does the unit regularly publish information about unit member's achievements. (promotions, school and/or community honor, "good news")	()	()
15. Does the unit maintain a bulletin board that is regularly updated with information about CAP, the unit, members, etc.)	()	()